

### Chapter 3 “Marketplace Directions” Quiz

1. One of the two converging forces creating an opportunity for On Demand Business is a rapidly changing and challenging business environment. What does this mean?

Companies are facing enormous volatility related to open markets, global competitive and partnering environments, security threats, and regulatory exposure. These pressures are becoming more powerful as the free market expands and barriers between world entities crumble. The focus on cost will tend to persist as organizations attempt to derive business value out of greater levels of productivity rather than increased levels of resources. A fundamental transformation in the way that businesses are organized is required for sustained productivity enhancement. Leaders in all industries will strive in the future to use productivity as a primary driver of a sustained competitive advantage. The need to drive growth through new innovation is a focus identified by CEOs.

2. What are the 4 unstoppable drivers?

Continuous Change  
Rigorous Competition  
Unrelenting Financial Pressures  
Unpredictable Threats

3. Name 2 of the 3 things that competitor's are seeking to do.

Possible Answers:

Expand market share  
Enter new geographic markets  
Enter new product markets  
Enter new demographic markets  
Change the way that their markets are defined

4. Out of the four On Demand Business responses to the unstoppable drivers, which one is able to adapt cost structures and business processes flexibility in order to reduce risk and do business at higher levels of productivity, cost control, capital efficiency, and financial predictability?
- a. Responsive
  - b. Variable
  - c. Focused
  - d. Resilient

5. Out of the four On Demand Business responses to the unstoppable drivers, which one is prepared for changes and threats enabling the business to continue operating with consistent availability, security, and privacy?
- a. Resilient
  - b. Variable
  - c. Responsive
  - d. Focused